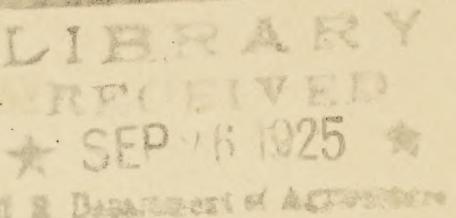


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UNITED STATES DEPARTMENT OF AGRICULTURE

Extension Service
Office of Exhibits

A Summary of the Exhibit

VALUE OF PUREBREDS

A booth exhibit showing the annual value of purebred dairy cattle in the United States.

Specifications

Floor space - - - - - 10 ft. wide
 2 ft. 10 in.
 deep.
Wall space- - - - - None
Shipping weight - - - - - 545 lbs.
Electrical requirements - - - None.

VALUE OF PUREBREDS

How It Looks

Standing on a ledge at the bottom of the middle section is a large mounted check over four feet long with the top leaning against the blue curtain which covers the opening. The check is drawn on the Bank of Prosperity payable to the order of the American Dairy Industry and is for the amount of half a billion dollars. It is signed by Purebred Dairy Cattle of the United States. Large lettering, at the top of this section states that the check refers to what purebreds are doing for our dairy industry.

The left section contains text telling of the value of purebreds in building up the herd.

The small statistical table, on the right section, shows in dollars and cents to what degree purebreds excel common or scrub dairy cows.. The booth is 10 feet across the front, 2 feet 10 inches deep, and 7 feet 11 inches high.

What It Tells

Careful estimates, based in large part on actual records, show that the improvement in our dairy cattle due to the purebred blood that courses through their veins is worth much more than half a billion dollars annually to the dairy business.

If you wish to see how purebreds compare with average dairy cattle in production and in income over cost of feed, read the following table.

Average annual milk production	Average annual butterfat production.	Income over cost of feed.
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<u>Pounds</u>	<u>Pounds</u>	
All dairy cattle in the U. S.	4,260	170
Purebred cows in cow-testing associations	7,422	\$32 293 \$72

Per cent by
which purebreds
excell all
dairy cows 74.2 per cent 72.4 per cent 125.0 per cent

According to these figures the average dairy cow produces in one year 4,260 pounds of milk, 170 pounds of butterfat, and \$32 income over cost of feed. The purebred cow produces 74 per cent more milk, 72 per cent more butterfat, and 125 per cent more income over cost of feed.

The average production of our dairy cows is very low indeed, but it would be much lower were it not for the fact that about 90 per cent of our dairy cows have some purebred ancestry. What the average production would be without the improvement due to purebreds nobody knows, but it is certain that if all our cows were scrubs the income over cost of feed would look very much like a great big zero. Lowering the income only \$20 for each and every dairy cow in the United States adds up to the tremendous total of 500 million dollars---the exact size of the check drawn by Purebred Dairy Cattle and made payable to the American Dairy Industry.

Where To Get Information

The following publications may be obtained free of charge from the U. S. Department of Agriculture, Washington, D. C.

- Farmers' Bulletin 1446 - Cow Testing Associations
- Misc. Circular 26 - Cow Tester's Handbook
- U.S.D.A. Bulletin 1069 - Relation of Production to Income
- U.S.D.A. Bulletin 1071 - Influence of Season on Freshening
- Dept. Circular 235 - Utility Value of Purebred Livestock
- Yearbook Separate 841 - Runts and the Remedy

